

Personal Branding Canvas



| 1. Your Values | 3. Brand attributes | 5. Who's your target? | 7. Profiles/Channels |
|---|---|--|---|
| <ul style="list-style-type: none"> <i>I want to work as part of a collaborative team on projects and assignments.</i> <i>I want to engage in work where attention to detail, recission, and/or accuracy matter a great deal.</i> <i>I want a position and a salary that are likely to remain secure.</i> <i>I want my work to deliver significant financial reward.</i> | <ul style="list-style-type: none"> <i>One-off.</i> <i>Proactive.</i> <i>Work under pressure.</i> <i>Time management.</i> <i>Hypotesis formulation.</i> <i>Communitation.</i> <i>New ideas.</i> | <ul style="list-style-type: none"> <i>CEOs of startups.</i> <i>Recruiters of tech companies.</i> | <ul style="list-style-type: none"> <i>Linkendin</i> <i>CV</i> |
| 2. Top Skills | 4. Your goal | 6. Personal Branding Statement | 8. Promote your brand |
| <ul style="list-style-type: none"> <i>Creating visual or written compositions.</i> <i>Collaboration.</i> <i>Observing and formulating.</i> | <i>Switching from logistics to technology, finding my first job with a solid team and opportunities for growth.</i> | <i>I feel capable of being part of a great team and helping to achieve our goals.</i> | <i>I help to improve and finish unfinished ideas.</i> |